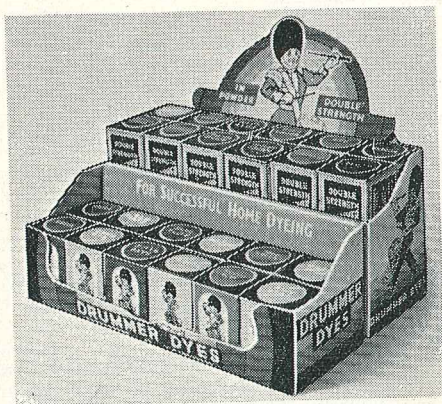


PROPRIETARIES 'M' (ctd.)  
**DRUMMER DYES, L H, 6d.**



We illustrate again the display outer which contains two of each of the eighteen most popular shades. This is an effective display piece and will undoubtedly sell the goods if you can find room to show it. Orders for a complete display outer, value 18/-, should be sent to the Proprietaries Buying Office, Nottingham, but orders for separate shades should be sent to the warehouse in the normal way.

We are sending to selected branches a copy of the latest shade card and showcard. Further supplies are available from the Sales Promotion Warehouse. Drummer Dyes are supported by continuous advertisements in magazines and on posters in buses.

**DRUMMER PINE DISINFECTANT, L H, 1/-, 1/8**



Drummer Pine Disinfectant is smartly packed and has the popular pine odour. The quality is outstanding and there is a substantial advertising campaign. Those branches with a separate household counter should make a prominent feature of it. For that purpose, a showstand to hold one bottle of either size is available from the Sales Promotion Warehouse.

**FIBROSINE BALM, L H, 3/6**

This new product has been tested in the Newcastle area and in certain Midland counties with considerable success. That local advertising will be continued until the national advertising campaign has been decided upon. Meanwhile, there may be spasmodic demands in other districts and we remind managers that stocks are available from both warehouses.

**ENO'S FRUIT SALT, L H, 12 dose carton, 1/8**  
**New size and pack**

All branches have been notified of the distribution of a few cartons and further supplies are available from the warehouse.

Advertising will be delayed until the proprietors have built up sufficient stock, but this new pack should be put on display with the standard pack right away. It has the attraction of enabling new customers to try Eno's at a lower price and its light-weight packing will appeal to travellers and holiday makers. There are twelve envelopes in the carton, each containing a full dose. It is not intended to replace the standard pack but rather to increase the overall business with this novel pack. The display outer will be sent direct by the proprietors and the parcel will also include a copy of the new Eno's showcard of which we hope good use will be made during the season.



**FERTOSAN COMPOST ACCELERATOR, L H**  
**2/-, 7/-**

**FERTOSAN SPECIAL MANURE MAKER AND VITALISER, L, 3/-**

The value of the compost heap cannot be over estimated and Fertosan should therefore have a wide appeal. We recommend its inclusion in your gardening displays. Regular advertisements will appear in the week-end gardening sections of the *Daily Mail* and *Daily Express* and it is hoped to arrange further publicity in the Sunday press.

**GODDARD'S SILVER DIP, L, 3/6**



This new line has been so successful in the Leicester area that the proprietors have now decided to advertise it substantially in the London evening papers beginning with half pages on May 14th.

We realise that we have not been able to give you much notice but we hope managers will do their best to satisfy the demand which is bound to result from this advertising.

**ILODERM, 30 G., tube 4/8**  
**ILON ABSCESS SALVE, 20 G., tube 4/8**

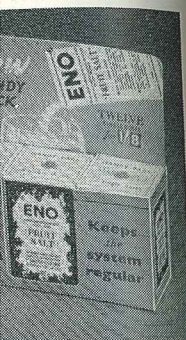
These two German preparations, which were on sale in this country before the war, are again available and can be obtained to Special Order.



se carton, 1/8

he distribution of a  
available from the

ne proprietors have  
pack should be put  
right away. It has  
omers to try Eno's  
packing will appeal  
There are twelve



ERATOR, L H

RE MAKER AND

not be over estimated  
ve a wide appeal. We  
gardening displays.  
ear in the week-end  
Mail and Daily Express  
publicity in the Sunday

, 3/6



uccessful in the Leicester  
now decided to advertise  
evening papers beginning

en able to give you much  
will do their best to satisfy  
to result from this ad-

G., tube 4/8

ions, which were on sale  
ar, are again available and  
order.

PROPRIETARIES 'M' (ctd.)  
GRO-PAL DOG FOOD, L H, tin 10d.



The retail price has now been reduced to 10d. At this special price, Gro-pal should have a ready sale when put on display, and we advise all suitable branches to cash in on this price reduction. Gro-pal is an excellent product, made by Chappie Limited, and can be recommended with confidence. We still have substantial stocks in the warehouses and can execute all branch orders immediately. A special showcard featuring the reduced price is available from the Sales Promotion Warehouse.

JEYES' JEYPINE  
DISINFECTANT, L H,  
1/-, 1/10

Jeys' is a household name in disinfectants and Jeypine a product worthy of that name. Advertising will this year be heavier than ever, and will include full-pages in the *Radio Times* with supporting publicity in magazines, women's journals, etc. Fullest advantage should be taken by featuring Jeypine in all disinfectant displays.



OTEG, L H, 3/10, 6/4, 9/8

The proprietors regret that in the rush of packing the new season's stock, the tongs were inadvertently left out of some cartons. Please examine your stock and if necessary apply to the Proprietaries Buying Office, Nottingham, for whatever number of tongs you require.



PAINES & BYRNE'S  
ROSE HIP SYRUP, L H

8 oz., 2/6

Crowner

We illustrate the attractive price-crowner which we are sending to every branch.

Interest in this palatable product was stimulated during the recent 'Ideal Homes Exhibition' when thousands of sample drinks were given away. We recommend the inclusion of a few bottles in your baby food displays.

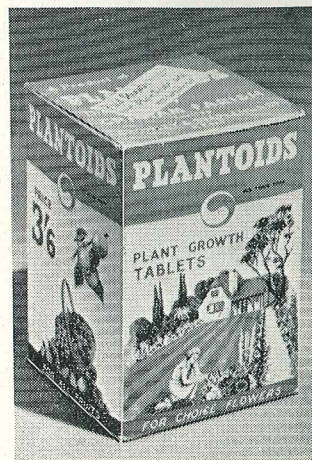
PLANTOIDS (PLANT GROWTH TABLETS) L H  
Carton of 300 tablets, 3/6

This new line has already been featured in a television programme by Mr. Fred Streeter, whose photograph and recommendations will appear in large advertisements. The first is booked for a full page in the *Radio Times* on May 1st. There will also be substantial advertisements in the Sunday papers, Saturday pages of the *Express*, *News Chronicle* and *Mail*, and in the popular gardening papers.

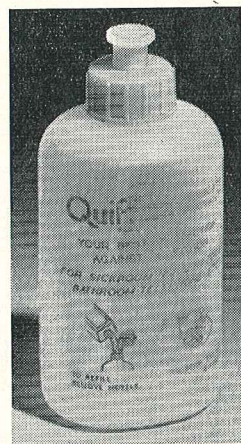
The tablet has to be put in the soil two inches away from the stem of the plant. It can also be used to make liquid manure.

An illustrated leaflet giving full directions for use is inside each pack and the following declared analysis is attached to the pack inside the carton:—

Nitrogen, 9%;  
Phosphoric Acid,  
12%;  
Potash, 9%; plus  
Manganese, Iron,  
Calcium and  
Naphthalene.



QUIFF DISINFECTANT, L, 3/9



This new line in a plastic 'sprayer' bottle is available in three perfumes—Old English, Perfection, Pine Needle—and can be obtained from London Warehouse only.

Quiff has so far only been featured in the Ideal Home Exhibition in London and in similar exhibitions in the provinces. Press advertising will shortly commence with advertisements in weekly newspapers in and around London and will be followed by national advertising. Quiff will also be advertised on cinema screens.

THAWPIT, L H, 1/6, 5/-

THAWPIT CLEANING PAD, L H, 1/-

We remind managers that this line sells particularly well in spring and is worth featuring in counter or suitable window displays. The pack of the 1/- pad has been improved and it will prove to be an excellent pick-up line.

VERDONE LIQUID WEED KILLER, L H,  
Triple strength, 3/-, 6/6

We are advised of prominent advertisements in the *Radio Times*. Only the 3/- size is mentioned but it is bound also to stimulate the demand for the 6/6 size. Please include Verdone in your displays.